REQUEST FOR PROPOSAL (RFP) ADDENDUM

Addendum No. 1   Date of Addendum <u>09-21-23</u>

RFP Number 2023-4 Website Redesign   Agency: South Central IL Mass Transit District

Due Date, Time: October 10, 2023, 10:00 a.m. CST

SCOPE OF ADDENDUM

This addendum details additions to the RFP based on questions received. Following are questions asked and the corresponding answers.

Questions	Anwers
What is the budget?	We cannot discuss budgets or funding amounts.
What is the ideal project timeline?	Per "Contract Period" on page 26 of RFP, work must be completed by Aug 1, 2024
Is there a (CMS) platform preference? Does SCT want to stay with WordPress?	Our current site is running on Wordpress. We would prefer to stay with that CMS but aren't opposed to switching if adequate training is provided.
Can you provide the number of page views per month, currently, for the site?	We do not have any metrics besides those provided by Google Search Console. The report for this will be emailed to all vendors that submitted interested bidder forms.
What is the average bandwidth usage per month?	Not available
Can you provide current storage requirements for both database and files?	Space on Disk is currently at 22GB. DB size is around 195 MB.
What 3rd-party integrations are included?	No 3rd party integrations currently other than Wordpress plugins that may use another service.
How is the GTFS information currently provided - by real-time feed? Static files? Other?	GTFS is static. Manual Service alerts are sometimes created. GTFS dataset at https://rapid.nationalrtap.org/GTFSFileManagement/UserUploadFiles/11388/gtfs.zip
Are there existing branding guidelines?	We have a logo, slogan, and colors that are used typically but no formal document governing branding.
How many people will be administering content?	4-6 people
Who supports the current site?	IT for support, Marketing for Content

Are there specific design elements or brand guidelines that the District wants to retain in the redesigned website?	We have a logo, slogan, and colors that are used typically but no formal document governing branding.
What are the key objectives or KPIs that the District aims to achieve with the redesign?	The District would like to better serve its clients, vendors, and community organizations by providing an ADA compliant, modern, secure, responsive, user-friendly website centered around providing value through the use of interactive mapping technologies, integration of GTFS data, easily accessible timetables for our deviated fixed route system, integration with the District's CAD/AVL system when available, and optional alerts. The District also believes that an adaptable website is essential for future expansion or inclusion of new technologies.
Does the District have a preference or familiarity for a particular CMS, or is Drupal acceptable?	Our current site is running on Wordpress. We would prefer to stay with that CMS but aren't opposed to switching if adequate training is provided.
What kind of content update frequency is expected?	Once training has been provided, we plan to update content in-house as needed.
Are there specific GIS data sets or mapping software that the District currently uses?	No, some GIS data/maps are used by our CAD/AVL system but it is built-in to that software. Our CAD application is called Adept by DDS Wireless.
What level of interactivity is desired (e.g., zoom, filter, click-to-get-info)?	Zoom, Filter, Click for info such as Route Name and/or Stop Details.
Does the District already have an API or database where trip information is stored?	All trip information is stored by our Adept, our current CAD/AVL system.
Are there any regional partners (e.g., neighboring transit authorities) that need to be integrated into the trip planner?	Having the ability to add that information later would be a welcomed addition.
Is the GTFS data already available, or will it be part of this project to establish it?	GTFS is static. Manual Service alerts are sometimes created. GTFS dataset at https://rapid.nationalrtap.org/GTFSFileManagement/UserUploadFiles/11388/gtfs.zip
Will the timetables require a particular visual format or branding?	Include our Logo, and be uniform. No other requirements have been set.
What is the desired latency for the real-time alert system?	We do not have experience with this and are open to suggestions or best practices.

Are there any third-party services to which the alert system needs to connect?	We do not have experience with this and are open to suggestions or best practices.
What languages are considered essential for translation support?	English and Spanish
Are there specific SEO goals or targeted keywords?	No
What specific metrics are considered most important for reporting?	Most used, Most visited, Page clicks, Keywords
Are there specific state or federal compliance guidelines that go beyond ADA, FOIA, and Title VI?	No, all applicable compliance regulations are included in RFP
Is the District considering adding other social media platforms in the future?	Yes
Will the job application process be hosted internally or through a third-party service?	Third party Service. Currently handled by a third-party service with a link our on our site to that service.
Who will be the primary point of contact on the District's side?	Director of IT/Special Projects
What are the milestone dates?	Expected Completion Date outlined in the RFP
What is the estimated number of users requiring training?	4-6 people
Are remote training sessions acceptable?	No, Training must be done onsite per the RFP.
What browsers and devices are most commonly used by the District's target audience?	Safari, Chrome, Edge, Firefox
What are the uptime requirements for the hosting plan?	99.90%
What level of post-launch support is expected (e.g., 24/7, business hours)?	Business Hours
Do you have an anticipated budget or budget range for this project?	We cannot discuss budgets for this project

Do you have an anticipated budget for ongoing support and strategic partnership?	No
How should the electronic copy be submitted? Upload or via thumbdrive?	Email and/or Thumbdrive
Please define minimum device requirements for responsiveness.	Site should adapt to modern mobile devices as well as tablets and desktop computers.
What system do you use to generate your static GTFS files? Can you share the latest version of your GTFS for vendors to preview?	We currently use Transloc with manual addition of transfers.txt. GTFS dataset at https://rapid.nationalrtap.org/GTFSFileManagement/UserUploadFiles/11388/gtfs.zip
Who is your current provider of GTFS-RT or other real-time data regarding vehicle locations and disruptions? Do they have a secure REST API that can be used to fetch data?	GTFS is only Static currently. Manual Service alerts are created in GTFS-RT as needed. Our CAD/AVL system is through ADEPT, by DDS WIRELESS
GTFS-RT : Where else is your real-time data used? Digital signs, totems, on-vehicle signs?	Not used
Could you please provide a high level overview of your current digital marketing and communication efforts. Do you send out regular emails? If so, through which email service?	Facebook, Website, Email through Mailchimp
Are there any other existing integrations that need to be accounted for?	None currently
There is mention of creating PDF versions of the routes and schedules. Is it OK for this to be automated or are you looking for bespoke flyers to be created that can be printed and distributed at stations or on vehicles?	Would prefer automation and uniformity
Could you please provide demographic information regarding your ridership?	Ridership data for 3 months prior will be email to vendors that submitted interested bidder form.

How do most riders currently pay for rides?	Cash, Money card(in-house paper pre-pay card), or agency billed.
What is the current traffic in sessions per month of the site? Do you have Google Analytics reports that you can share?	We do not. We have Google Search Console stats which will be emailed.
How will you measure success for this project? Outside of the vendor meeting the defined requirements, what do you hope to accomplish that may not be communicated in the RFP?	Having an ADA compliant, modern, responsive, site with exciting features that add value to visitors.
What are your future goals for your digital marketing and communication efforts?	We would like the ability to connect with clients based on their service area/city/county. Possibly through text alerts with defined service areas? Overall improvement of user friendliness: 1) alternative for visually or hearing impaired 2) QR Codes for route information
Are you currently running any campaigns that have a digital component to them? If so, can you describe the digital execution aspect of these campaigns?	We do currently offer quarterly campaign themes to engage with the clients via Facebook, Instagram, website posts. We do also currently have a business card with pertinent SCT information printed along with a QR code directing clients to our website.
Do these campaigns have landing pages or forms that collect rider/audience information?	No
Within this contract, what kind of relationship is expected with the service provider? Would this be a project-based or strategic partnerships?	Project based. Any future procurements exceeding the spending threshold would need to have a fair and open bidding process.
What is the size of your current marketing and communications team? Could you provide an org chart and/or a description of positions and responsibilities?	Two. Org Chart wll be emailed with other documents to vendors that submitted an interested bidder form.
Regarding your GTFS data, does each county have a separate GTFS file or is all of the data aggregated into a	Single File. Available here https://rapid.nationalrtap.org/GTFSFileManagement/UserUploadFiles/11388/gtfs.zip

single GTFS file for static routes and schedules?	
How often do you publish new GTFS files and/or new versions of your schedules? Do you have seasonal schedules updates? How many times per year do you change your routes & schedules?	We update routes 4-6 times a year or as needed due to business closures or other scenarios.
There is a link on the footer to employees, the SSL is expired. Is that part of this SOW?	That link has been deleted
The SCT brand is a bit dated and not clearly defined on the website. Do you have a brand standards guide? Are you considering a rebrand in the near future? Can you provide source files for your logo and brand assets?	We have a logo, slogan, and colors that are used typically but no formal document governing branding.
Do you have an assets library of images and videos that can be used in the new site design? For example, images of the vehicles, stations, stops, customer/lifestyle images, etc. If so, could you provide preview access to vendors to evaluate the media?	We do have a library of images gathered over the years. A link to a small preview will be emailed to interested bidders
Would you be intrested in selling SCT Money Cards via the website?	No, not at this time.
How many staff members make changes to the website and will require training?	4-6 people
What are the main challenges with the current website?	ADA Compliance, Dated, lack of Support and features,
How many pages are on your site and are you looking for your partner to	158 published pages. Winning Vendor would handle content migration

handle content migration or will that be done by your staff?	
What is the expected user story that an interactive map will provide?	Transit schedules can be hard to follow. We have tried numerous formats to help with that. Having a visual overview of the routes, that is easily accessible should help or provide a secondary method for the rider to obtain route information.
Is there interest in a "Next Ride" or schedule functionality where users can view realtime update for specific stops?	We are certainly open to any ideas or features that would provide a better rider experience.
Will the chosen partner be responsible for writing new content for the new website?	Content will be created in-house
What is your estimated budget for the website redesign?	We cannot discuss budgets
How will you define success for the project?	A website, meeting requirements outlined in the SOW, completed and functioning by the provided completion date.
What is most important to SCT when working with a partner?	Vendor should be responsive, responsible, capable, with prior experience in the transit industry preferred
What is the budget of the project?	We cannot discuss budgets
Will you provide branding and styling guidelines?	We have a logo, slogan, and colors that are used typically but no formal document governing branding. We are willing to provide anything we have.
What are the biggest pain points with the current sites?	ADA Compliance, Dated, lack of Support and features,
Whether the content writing or copy writing services is part of the RFP?	Content will be created in-house
Do you need support & maintenance service for the website?	Support and Maintenance requirements are listed in the RFP.
Do you need content migration service? What are the # of pages is to be migrated from old to new website?	Vendor responsible for content migration. Our current site has 158 published pages
Do you have any CMS preference? Do you want to continue with WordPress	Our current site is running on Wordpress. We would prefer to stay with that CMS but aren't opposed to switching if adequate training is provided.

CMS or looking for new CMS implementation?	
Is website hosting a part of the scope?	Pricing for hosting should be included, per the RFP
Can the training be virtual or it is mandatory to provide training to your staff at the District's Transportation Center, 100 N. Locust Street, Centralia, IL 62801?	Training must be done onsite per the RFP.
Do you have any set aside for DBE?	We encourage DBE's to participate but have no "set aside".
May I know the Place of Performance for this opportunity? Is remote work is acceptable? Can the work be performed outside the U.S	Training must be done onsite per the RFP.
Is there a current vendor who will be bidding on this project? Is there a budget you can you share with us?	Current site produced and managed in-house. We cannot discuss budgets.
What is the budget for this opportunity?	We cannot discuss budgets.
On which platform the existing website is developed?	Wordpress
What is the role of the primary contact for this project?	Director of IT/Special Projects
What is the timeline for completion of this project?	Page 26 "Contract Period" August 1, 2024
Does the experience need to support designs for other subdomains or portals? Or will all have the same user experience?	Currently, there are no other subdomains.
What types of system integrations and/or SSO	Any integrations required for specified mapping, GTFS, or time tables.

should we plan for in scope?	
What is your anticipated role in the content migration? Is there a substantial amount of clean-up, content redevelopment, or optimization needed?	Vendor responsible for content migration. We assume some clean-up, redevelopment, or optimization will be required.
Is hosting also required for this Project, Does the City (or your specific team) have a preference on AWS vs Google Cloud for the infrastructure?	Yes, Pricing for hosting should be included, per the RFP. We are a Mass Transit District with no ties to any City or local government.
Is there the need to develop & manage more websites in the future, or will there only be 1 site in scope for the foreseeable future?	Only 1 site.
RFP pg. 15 states that "The price quoted by the proposing companies/firms will not change for a period of ninety (90) days," however Attachment A (RFP pg. 29) states "The price, terms, and any other conditions quoted will remain valid for a period of 120 days." Can SCT please clear up this discrepancy?	should be 120 days
In order to maximize the time between clarification questions being responded to and the submission deadline, will SCT consider allowing for email or otherwise online/digital submission of proposals?	Yes, email is acceptable
Are vendors required to include Attachment B with their submissions if they are	Please include it and leave it blank if it doesn't apply

proposing no equals, substitutions, or exceptions?	
Does SCT have a static hosted GTFS, and if so, can vendors please be provided a hyperlink to it?	GTFS is static. Manual Service alerts are sometimes created. GTFS dataset at https://rapid.nationalrtap.org/GTFSFileManagement/UserUploadFiles/11388/gtfs.zip
Does SCT currently have a CAD/AVL provider, and if so, can you please state who the vendor is?	We do. Vendor is DDS Wireless(Formerly Stratagen), product is ADEPT.
RFP pg. 11 states that the "Website shall be capable of optionally offering a service alert function using the GTFS Realtime specification." Does SCT already have this capability, and if so, can the hyperlink to the real-time endpoint please be shared with vendors?	Currently, we do not have this service.
RFP pg. 12 states that the " Website must meet or exceed any standards for the Americans with Disabilities Act.." Would SCT be open to an ongoing subscription to website software that continually checks for ADA compliance and that allows users to provide feedback on accessibility functionality?	Yes SCT would be open to that